

Message Text

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PAGE 01 MELBOU 02578 210547Z
ACTION EA-12

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FM AMCONSUL MELBOURNE
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UNCLAS MELBOURNE 2578

USDOC FOR OIM/SILLOWAY AND USTS; TOKYO FOR USTS; STATE/EA/ANP HURWITZ
AND PASS COPY TO JAMES CURRAN, PRESENTLY ON CONSULTATIONS; CINCPAC FO
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E O 11652 N A
TAGS BEXP, AS
SUBJ: HAWAII BICENTENNAIAL CELEBRATIONS: PLANS FOR EXCHANGE OF
MERCHANDISE

REF MELBOURNE 2545

1. AS STATED REFTTEL, ONE OF THE EVENTS PLANNED FOR JOINT HAWAII-
VICTORIA CELEBRATIONS IS EXCHANGE OF CONSUMER GOODS BETWEEN
STATES. PURPOSE THIS MESSAGE IS TO OUTLINE OUR CURRENT THINKING
ON THIS EVENT AND REQUEST ASSISTANCE WITH ITS ORGANIZATION.

2. COMMERICAL OFFICER HAS APPROACHED MYERS, BUCKLEY & NUNN,
AND GEORGES, ALL LEADING MELBOURNE RETAILERS, WITH OUTLINE OF
HAWAII-VICTORIA CELEBRATIONS AND PART THE MERCHANDISE EXCHANGE
PLAYS IN SCHEME OF THINGS. STORES WERE MADE AWARE OF FULL
SCHEDULE OF EVENTS PROPOSED FOR MELBOURNE AND QUERIED AS TO
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WHETHER THEIR STORE WISHED TO MOUNT EXHIBITION OF HAWAII-PRODUCED
MERCHANDISE.

3. ALL STORES INDICATED STRONG SUPPORT FOR IDEA AND INITIALLY
INDICATED THEY WISHED LEARN MORE OF WHAT TYPES OF HAWAIIAN GOODS
ARE AVAILABLE AND APPROPRIATE FOR THIS EXHIBITION AND POSSIBILITIES
OF BEING FURNISHED AN "IMAGE-CENTERPIECE", WHICH

MIGHT BE ON CULTURAL AND/OR TRAVEL-TO-HAWAII THEME. MYERS AND BUCKLEY & NUNN BOTH STATED THAT EVENT SHOULD TAKE PLACE IN OCT-NOV, OUI PERIOD FOR MAXIMUM EFFECTIVENESS. WHILE INDICATING AN EXHIBITION OF INTEREST, GEORGES HAS SOME INTERNAL CONFLICTS AND MAY NOT BE ABLE MOUNT EVENT ITSELF.

4. UNDERSTAND FROM MELBOURNE OFFICE OF AUSTRALIAN DEPT OF OVERSEAS TRADE THAT AUSTRALIA PLANS TRADE-ONLY SPORTING GOODS & APPAR EL EXHIBITION AT HONOLULU HILTON HOTEL IN JUNE 1978, WHICH COULD BE EXPANDED INTO IN-STORE-LIKE PROMOTION WHICH WOULD THEN BE IDEAL VEHICLE FOR THE OTHER SIDE OF EXCHANGE OF MERCHANDISE. AUSTRALIAN CONSUL AND MARKETING OFFICER BOTH AWARE OF EXCHANGE OF MERCHANDISE PLAN AND WILL BE ORGANIZING EVENT IN HAWAII THEMSELVES.

5. ACTION REQUESTED: 1) THAT USDOC ADVISE APPROPRIATE HAWAII EXPORTERS' ASSOCIATIONS, CHAMBERS OF COMMERCE AND INDUSTRY, ETC. OF PLANS THAT STATE OF VICTORIA HAS TO CELEBRATE 200TH ANNIVERSARY OF CAPTAIN COOK'S LANDING AT HAWAII IN GENERAL AND EXCHANGE OF MERCHANDISE IDEA IN PARTICULAR; 2) REQUEST ASSOCIATIONS TO PROVIDE POST AS SOON AS POSSIBLE WITH LISTING OF GOODS WHICH HAWAIIAN MANUFACTURERS/EXPORTERS ARE INTERESTED IN EXPORTING, AND WHAT THEY CONSIDER BEST NEXT STEP TO BE (MELBOURNE RETAILERS ADVISE THAT THEIR BUYERS COULD STOP AT HAWAII IF NEED ARISES); 3) ASSISTANCE USTS MIGHT PROVIDE SUCH AN EXHIBITION INCLUDING POSSIBILITIES OF IMAGE CENTERPIECES, ETC; UNCLASSIFIED

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AND 4) GUIDANCE AS TO WHETHER COMMERCE WISHES SERVE AS CONDUIT OF INFORMATION FROM POST TO HAWAIIAN ORGANIZATIONS OR WHETHER DIRECT CONTACT IS PREFERABLE (WE BELIEVE IT MUCH MORE EFFICIENT DEAL DIRECTLY WITH HAWAIIAN ORGANIZATIONS AND INFO COMMERCE).

6. WE BELIEVE PLANS OF VICTORIAN STATE GOVT REPRESENT EXCELLENT VEHICLE TO PROMOTE STRONGER STATE-TO-STATE INTERCHANGE AND STRENGTHENING OF RELATIONS. THE SPECIFIC EXCHANGE OF MERCHANDISE PLAN, APPROVED BY PREMIER HAMER AS AN OFFICIAL HAWAII BICENTENNIAL EVENT, IS A GOLDEN OPPORTUNITY FOR HAWAIIAN EXPORTERS TO BREAK INTO LUCRATIVE LOCAL CONSUMER GOODS MARKET THROUGH STORES LOCATED IN HEART OF THIS CITY OF 2.8 MILLION PEOPLE.

7. FYI: LOCAL CONTACT IN HAWAII STATE GOVT WHO IS FAMILIAR WITH VICTORIAN GOVT PLANNING AND TO WHOM RETAILERS MAY DIRECT FURTHER QUERIES IS: MR KEN BROWN, TEL 548-5420. BRAND

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